RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED)

TO:	RJR ACCOUNT #: #509977	CC:	162309
	MR. F. STEWART H. FOURTUNIS DBA A-W	CC:	
FAX #:	(914) 737-6464		

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # N/A

	DESCRIPTION
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
$1,344.64	EFT $ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
16	NO. OF DISPLAYS ON CUSTOMER LIST
$56.00	PACKING PAYMENT ($14.00 X 4 (6M) PROMOTED CASES)

DISPLAYS / PREMIUMS PO # N/A

	DESCRIPTION
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
14	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

51855 9750

Source: https://www.industrydocuments.ucsf.edu/docs/syhn0000

WHOLESALER : 509977 HARRY FOURTUNIS, INC. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0918
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
122206	122224	179404	PLEASANT BRIAR SVC	1168 PLEASANTVILL	BRIARCLIFF MNR	NY	10510	2				(914)762-8418
122206	122224	248288	AQUEDUCT RD., INC.	190 AQUEDUCT RD	WHITE PLAINS	NY	10606	2				(914)682-9404
162308	162329	130749	CHANINGVILLE DELI	23 CHANNINGVILLE	WAPPINGERS FAL	NY	12590	2				(914)297-1231
162308	162329	562452	SIXTY SOUTH AVE. IN	DBA VILLAGE SERVI	WAPPINGERS FLS	NY	12590	2				(914)297-1414
162309	162330	179371	MINI MARKET	501 HIGHLAND AVE	PEEKSKILL	NY	10566	2				(914)737-2222
162309	162330	179408	DA ROSE CORNER STOR	102 ALBANY POST R	BUCHANAN	NY	10511	2				(214)739-6991
162309	162329	696105	DELTA MOTORS	35 SMADBELU AVENU	CARMEL	NY	10512	2				(914)228-1660
162309	162330	480979	BAISLEYS & MARAZINO	800 HUDSON AVE	PEEKSKILL	NY	10566	2	NYS			(914)737-1300

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 16

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 16

********** END OF REPORT FOR PROMOTION 801271 **********

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Source: https://www.industrydocuments.ucsf.edu/docs/sybn0000

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.

Easel Card w/Entry Forms

Wobbler

Counter Display (40 packs per display)

51855 9752

Additional Support Pieces:*

Pack Outlet	**Cigarette/Tobacco Store Outlet**
Small Paster	Large Paster
	Banner
	Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.

Source: https://www.industrydocuments.ucsf.edu/docs/syhn0000